

**TIME OUT
FOR TICKET
TALK!**





NEW!

... NOW EVERY
BOOK OF FAMOUS
PLAYERS THEATRE
TICKETS CONTAINS A
FREE ADMISSION

TICKET

... THE THRIFTY WAY
TO SEE CANADA'S
FINEST MOTION
PICTURE
ENTERTAINMENT

BOOKS OF
FAMOUS PLAYERS
THEATRE TICKETS

GOOD ANYTIME AT FAMOUS PLAYERS THEATRES COAST TO COAST

NOW ON SALE AT THE

Capitole

A FAMOUS
PLAYERS
THEATRE

AND AWAY WE GO!

It is most important for every manager to hold a meeting with his staff just as soon as he receives a copy of this Bulletin. Discuss the sale of these Books of Theatre Tickets from every possible angle. ONLY A MANAGER WHO IS ENTHUSIASTIC ABOUT THE SALE OF THESE BOOKS CAN PASS HIS ENTHUSIASM ON TO HIS STAFF!

You can follow your own formula for promoting the sale of these books in order to take advantage of conditions that are peculiar to your own locality. A sales meeting should be held at least once or twice a week to report progress and to discuss any sales problems that may arise.

Please bear in mind that there must be no attempt to press sales upon the regular customers to substitute normal ticket buying. While we cannot refuse a sale, the primary purpose of these "Gift" Books is to fill a desire on the part of the public to give theatre tickets to their relations and friends at Christmas.

AND EMPHASIZE THIS.....

* *
* A COMMISSION OF 10% ON PERSONALLY PROMOTED *
* SALES WILL BE PAYABLE TO ALL BONA FIDE *
* EMPLOYEES DURING THE PERIOD OF THE CAMPAIGN. *
* IT IS UNDERSTOOD, OF COURSE, THAT THE *
* COMMISSION IS PAID FOR SALES MADE OFF THE *
* PREMISES ONLY. *
* *

NOW order your accessories extra one-sheets and streamers newspaper mats counter cards and all the aids specifically designed to catch the eye of your patrons and potential patrons. A note to this office outlining your needs is all that's required.

R.S.V.P. -- again this year we are asking all managers to write this office and keep us informed as to the progress of their campaign.

NORMAN BARKER,
PUBLICITY DEPARTMENT,
October 27th, 1960.

CHECK YOUR ACCESSORIES

FREE BONUS TICKET ONE SHEET

SANTA CLAUS GIFT TICKET ONE SHEET

NEW RADIO TRANSCRIPTION

GIFT TICKET AD MATS #

GIFT OF HAPPY HOURS LETTERHEAD

COUNTER CARDS

BOX OFFICE STREAMERS

..... a complete arsenal of aids
to help your sales BUT REMEMBER -- THESE
ARE JUST AIDS -- YOUR BEST BET, PROVEN
EVERY YEAR, IS PERSONAL CONTACT!
..... AND THAT ACCESSORY AT YOUR ELBOW!

Yes, right there in your telephone is a
ready source of extra sales of Books of Famous
Players Theatre Tickets. Have you put it to
work for you? TRY IT!

*
* A WEEKLY REPORT OF SALES MUST BE MADE and sent to Head Office *
* in Toronto, enclosed in a separate white envelope clearly marked *
* "AUDIT DEPARTMENT, BOOK TICKET SALES." (This may be inserted in *
* the Theatre's regular Weekly Report Envelope to save postage.) *
* Book tickets out in hands of salesmen are to be considered as *
* unsold books on hand at the theatre. *
*

RADIO TRANSCRIPTION

Many of you will be using the new Famous Players Jingle Transcription introduced at the recent National Convention. This disc has three "cuts" ... 30 seconds (for one minute spots), 11 seconds (for 20 second spots) and 7 seconds (for 10 second station identification breaks.)

BELOW ARE SAMPLE "LIVE" TAGS FOR USE BY YOUR LOCAL ANNOUNCER FOLLOWING THE JINGLE:

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THIS YEAR GIVE THE GIFT OF HAPPY HOURS BOOKS OF FAMOUS PLAYERS THEATRE TICKETS PACKAGED IN GAY GIFT ENVELOPES.

NO NEED TO WORRY ABOUT SIZE OR COLOR WHEN YOU GIVE BOOKS OF FAMOUS PLAYERS THEATRE TICKETS AND EACH BOOK CONTAINS A FREE BONUS ADMISSION TICKET. SOLVE YOUR GIFT GIVING PROBLEMS THE EASY, THRIFTY WAY -- GIVE BOOKS OF FAMOUS PLAYERS THEATRE TICKETS -- NOW ON SALE AT THE THEATRE.

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SOLVE YOUR GIFT GIVING PROBLEMS THE EASY, THRIFTY WAY GIVE BOOKS OF FAMOUS PLAYERS THEATRE TICKETS NOW ON SALE AT THE THEATRE.

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THE GIFT OF HAPPY HOURS NOW ON SALE AT THE THEATRE.

* * * * *

THERE'S A FREE ADMISSION TICKET IN EVERY BOOK NOW ON SALE AT THE
..... THEATRE.

* * * * *

MAKE IT A HAPPY CHRISTMAS GIVE BOOKS OF FAMOUS PLAYERS THEATRE
TICKETS WITH THE FREE BONUS TICKET NOW ON SALE AT THE
THEATRE.

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AUNTS AND UNCLES GRANDMOTHERS AND COUSINS EVERYONE LIKES A
GOOD SHOW AND BOOKS OF FAMOUS PLAYERS THEATRE TICKETS MAKE THE PERFECT
GIFT FOR EVERYONE.

PACKAGED IN GAY, GIFT ENVELOPES BOOKS OF FAMOUS PLAYERS THEATRE TICKETS
(WITH A FREE BONUS TICKET IN EVERY BOOK) ARE ACCEPTED COAST-TO-COAST IN
CANADA AT FAMOUS PLAYERS THEATRES.

CALL THE THEATRE TODAY AND ARRANGE DELIVERY ANYWHERE IN
CANADA OF YOUR GIFT OF GOOD SHOWS -- BOOKS OF FAMOUS PLAYERS THEATRE
TICKETS, THE THRIFTY WAY TO SOLVE YOUR GIFT PROBLEMS NOW AT THE
..... THEATRE.